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TITLE: CUSTOMER MANAGEMENT SYSTEM USING SEGMENT RECORD
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INVENTOR-INFORMATION:
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ABSTRACT:

PURPOSE: To facilitate sales plan framing and an analysis, to improve the efficiency of a segmentation work, and to shorten the time for operating a result, with respect to the system for performing the segmentation of a customer from transaction data with respect to the customer management.

CONSTITUTION: By means of customer attribute data 1, customer transaction data 2, and segment condition data 3 which is inputted and set, the customer segmentation by a processing part 4 is performed. According to this customer management system, its result is contained as a segment record 5, and at the time of executing the processing concerned, data for executing sales plan framing and an analysis is fetched to a display part 6 and an output part 7 by a work instruction from an input part 8.

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